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The Bright Ideas Company, Inc.

Confidential

To: USPTO-GAU 3622

From: John A. Galbreath

Company:

Fax Number: 1-703-872-9327

Fax Number: 1-410-666-7274

Message:

25 May 2004

Dear Sir or Madam:

Please enter the attached Request for Continued Examination and Amendment E in Appl. # 09/473,078, and forward to GAU 3622 (SPE Eric Stamber) as soon as possible. If you have any questions, just give me a call at 410-666-7274.

Best regards,

John A. Galbreath

John Galbreath
#46,718

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In the United States Patent and Trademark Office

Serial Number: 09 / 473,078

Appn. Filed: 12/28/1999

Applicant(s): Roy Shkedi

Appn. Title: A Method for Transacting an Advertisement Transfer

GAU: 3622

Amendment E

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir or Madam:

Applicant's response to the Office Action mailed 4/8/04 follows, arguing against the rejections in the Office Action and respectfully requesting that the rejections be withdrawn. Accompanying this response is a Request for Continued Examination, including the required \$385 fee.